

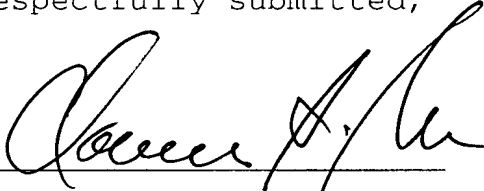
A2

a route navigation information sending part which sends said route navigation information to said mobile terminal apparatus.

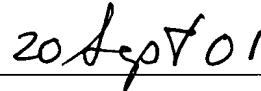
REMARKS

In accordance with 37 C.F.R. §1.121 (as amended on 11/7/2000) the rewritten claim(s) above are shown on separate page(s) marked up to show all the changes relative to the previous version of that section.

Respectfully submitted,



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DATE

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Application entitled: ADVERTISEMENT INFORMATION PROVIDING
APPARATUS

MARKED UP CLAIM(S)

5. An advertisement information providing apparatus according to Claim 1-~~or claim 4~~, wherein said merchandised product genre information transmitted by said mobile terminal apparatuses is received and registered in said database.

7. An advertisement information providing apparatus according to Claim 1-~~or claim 6~~, comprising:

a route navigation information generating part which receives said current position information transmitted from said mobile terminal apparatuses and creates route navigation information to indicate a route from a current position indicated by said current position information to said shop retrieved by said second searching part, and

a route navigation information sending part which sends said route navigation information to said mobile terminal apparatus.